

ABSTRACT

Individual eye tracking data can be used to determine whether an individual has actually looked at a particular region of a visual field. Aggregation of data corresponding to multiple individuals can provide trends and other data useful for designers of graphical representations (e.g., Web pages, advertisements) as well as other items that can be viewed. Representation of the aggregated viewing data, which indicates both regions viewed and regions not viewed, can be accomplished using several different techniques. For example, percentages of the number of viewers that viewed a particular region can be represented as a particular color, or the underlying image being viewed can be blurred based on and acuity gradient and the number of individuals viewing various regions. The various regions represented as viewed can be selected based on the type of viewing activity (e.g., reading, gazing) is associated with a particular region.